

62.83

# C. E. WILSON NURSERIES

JACKSONVILLE, TEXAS . PHONE 4117

• Rose Bushes •

Patented and  
Standard Varieties

• Shrubs •

• Vines •



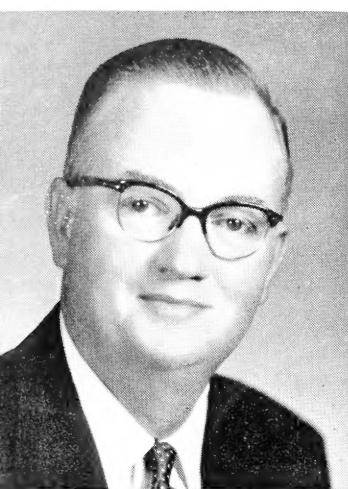
"It's Coated"

Our 40th Year

PACKAGED AND PROCESSED PLANTS AT THEIR BEST

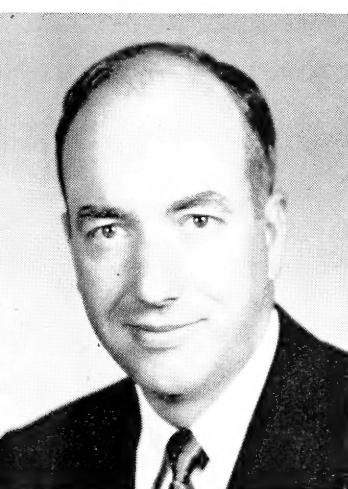
Fall 1955 • Spring 1956

# Wilson - Seal-Kraft - An Interesting Story



CARROLL W. WILSON  
President

Sales & Administration



HEWITT E. WILSON  
Secretary  
Production



GEORGE S. WILSON  
Eastern Sales  
Box 297 Sta. A  
Manchester, Conn.  
Phone Mitchell 3-7274

In 1914 Mr. Clarence E. Wilson, (having worked in other nurseries since childhood days), started the nursery business which now bears his name in Manchester, Connecticut. His first endeavor in the nursery business was primarily in the production of small seedlings and plants, such as fruit tree seedlings, barberry hedge plant seedlings and rose bush seedlings. These small plants were sold to other large wholesale nurseries for further development into finished salable size plants. As time went by, he also started the production of the finished plants, which in some cases required 5, 6 and even 10 years. By 1925 his nursery was a reasonably complete one, handling many kinds of finished plants as well as small ones.

At about that same time, sale of nursery stock, especially rose bushes, was started through retail store outlets, such as department stores, chain stores and seed stores. Plants packaged for early sale were very crudely packaged and did not remain in good condition very long in the hot and dry store atmosphere. Realizing this, he spent considerable time developing ways to improve the packaging of plants. One of his first steps was the use of heavy duplex Krinkle-Kraft paper, in order to retain as much moisture as possible around the roots of the plant. This type paper is still used today, although it is now being superseded gradually by improved packaging materials. Holding the moisture around the roots of the plants was only half the story, since the tops, or the canes, were not protected. As soon as plants were placed in the hot and dry atmosphere of a store, evaporation of moisture from the plants started and within just a few days, or even a matter of hours, the plants became dry and, consequently, dead. At this point Mr. C. E. Wilson started working on a wax coating which might serve the purpose of holding within the plant the moisture so necessary to its existence. After much hard work and thousands of experiments, a suitable wax formula was found, and in 1931 United States Letters Patent was granted to Mr. C. E. Wilson, covering his wax coating process. This patented wax coating process was trade-marked "Seal-Kraft". This was the first successful wax coating in the entire industry and has proved to be the most important contribution to the successful merchandising of rose bushes and other plants through retail store outlets.

With the advent of volume sales made possible by the Seal-Kraft wax coating process the sale of rose bushes became an increasingly important part of the Wilson Nursery business.

The production of rose bushes in Connecticut was not as economical, nor as practical, as in other parts of the country, and the natural result was to obtain rose bushes from the East Texas area; then and now, the largest rose bush producing area in the United States. Rose bushes were purchased in carload quantities in Texas and shipped to Manchester, Conn., for packaging and processing. It was not long before the extensive distribution created by the immediate acceptance of Seal-Kraft roses dictated the establishment of packing operations in Texas at the source of the rose bushes.

In 1936 a branch packing plant was established in Jacksonville, Texas, under the direct supervision of Carroll W. Wilson, oldest of three sons of Mr. C. E. Wilson. From 1936 through 1939 operations at Jacksonville consisted only of packaging of plants grown by our contract grower. In 1939 growing operations were established in Texas, and C. E. Wilson Nurseries (a Texas Corp.) was established at that time. From this time on operations at Manchester, Conn., were gradually transferred to Jacksonville, Texas, which are now headquarters of the Wilson organization.

In 1945 Hewitt E. Wilson moved to Jacksonville, Texas to assist in the production and processing phase of the business. At the death of Mr. C. E. Wilson in 1948, Carroll W. Wilson assumed the presidency of the firm and Hewitt E. Wilson became secretary.

Operations at Manchester, Conn., now are confined solely to sales and distribution of our Seal Kraft products produced and processed at Jacksonville, Texas. Mr. George S. Wilson, third son of Mr. C. E. Wilson, now devotes his entire time to our sales in the North and East. Feel free to contact him direct at any time. See address and phone number under his picture.

Because of the production of rose bushes in Texas, a most integrated operation can be maintained to the direct benefit of our customers. Our present facilities, in addition to our extensive growing operations, include the first cold storage warehouse built in Texas for the sole purpose of the storage and handling of rose bushes. Our operations, for the most part, are confined to rose bushes, since they represent the major portion of store sales. Our business is devoted entirely to the packaging of plants for sale over the retail store counter, and is our only business; as a result, we are able to give close attention and personalized service to every aspect and detail in connection therewith.

Constant improvement of our packages is being made as new packaging materials develop, and improved facilities established as fast as possible. Increasing sales volume every year is sufficient indication of the progressive nature of our business.

TELEPHONE 4117

## C. E. WILSON NURSERIES

JACKSONVILLE, TEXAS



### THE BEST IN PACKAGED NURSERY STOCK

Fall 1955 — Spring 1956

### ROSE BUSHES SALES ARE GOING TO BE GOOD! - HERE'S WHY.

1. Reduced Supply. In late March this spring an unusually late freeze killed many rose bushes in nursery fields because of the critically tender new growth just starting on these plants at the time. This has resulted in a much smaller crop in the whole East Texas area—the largest rose producing area in the country. Cheap, cut-price competition should be at a minimum this year.
2. Good Demand. The same freeze that killed bushes in the field also killed many bushes in home gardens in the entire South and Southwest. There will be a good demand for replacements. Home building continues at a very high pace creating demand for new plantings. Extensive garden news and publicity in magazines, newspapers, radio and TV will maintain this good demand.
3. New All America Rose Selection "Circus", a beautiful multicolor florabunda will be available. The tremendous advertising and publicity program behind this new introduction, will create sales not only for this variety but for all types of roses everywhere.

### "Seal-Kraft" with 41 Years Experience Will Provide You With the Best.

**QUALITY**—Consistent high quality year in and year out has made Seal-Kraft the leader.

**PLANTS**—Only the best of plants first. Then **constant, proper and adequate** protection from nursery row to consumer's garden means still the best of plants for your customers.

**REFRIGERATED STORAGE FOR PRESERVATION OF PLANT VITALITY.** A most important and absolutely necessary part of the Seal-Kraft system of protection to insure consistent high quality.

**PLANT PACKAGES.** Seal-Kraft packages are undisputed leaders because they afford both maximum plant protection and sales appeal.

**SERVICE**—From Nursery at Jacksonville or distribution point nearest you, you have Seal-Kraft plants when and as you want them.

**DEPENDABILITY**—Seal-Kraft and Dependability are synonymous. Forty-one years experience of pioneering in the proper growing, handling, storage and packaging is the basis for this statement.

**PRICED RIGHT**—Not so low that we can't do the job right. Not so high that you can't be competitive or make a profit.

# Packages - Descriptions - Specifications - Prices

IMPORTANT NOTE ON PRICES: See page 8 for explanation of cold storage distribution plan to determine your cost price.

## DELUXE SILVER SEAL BRAND - AAA



BRAND AAA

No. of Units Per Carton	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas	Cost F.O.B. Distr. Point
12	3.0 lbs.	90c Each	95c Each

- \* The finest, most attractively packaged Rose Bush in America. Best in every way.
- \* Plants extra heavy—giant—Jumbo grade—minimum of 4, often 6 or more canes—only best 10% of crop in this package.
- \* Double protection from loss of moisture from packing material is provided by inner wrapping of plastic film and outer wrapping of aluminum foil laminated paper bag.
- \* Canes of plants Seal-Kraft wax coated.
- \* Planting and cultural instructions printed on bag.
- \* Maximum sales appeal provided by large 5x7 inch four-color variety illustration against background of bright silver foil.
- \* Order Brand AAA—Minimum order—6 plants per variety. Total order in multiples of 12 plants. Order varieties on Standard variety list on Page 4.

## GOLD BRAND - A



BRAND A

No. of Units Per Carton	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas	Cost F.O.B. Distr. Point
12 & 24	2.0 lbs.	65c Each	70c Each

- \* Outstanding #1 Packaged Rose Bush available today.
- \* Strong, especially selected #1 grade plants—minimum of 3 heavy canes in combination with additional lighter canes.
- \* New improved package with inner Polyethylene liner provides maximum protection from loss of moisture around roots.
- \* Canes of plants Seal-Kraft wax coated.
- \* Attractively designed two-color (yellow and green) printed bag is solidly packed for neat packages of uniform size.
- \* Four-color 4"x3" variety label offers ample sales appeal.
- \* Order Brand A—minimum order 6 plants per variety—total order in multiples of 12. Order varieties on Standard variety list on Page 4.

## RED BRAND - BB



BRAND BB

No. of Units Per Carton	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas	Cost F.O.B. Distr. Point
24 & 36	1.5 lbs.	50c Each	55c Each

- \* Strong medium grade plants. Minimum of two strong canes in combination with additional lighter canes—see illustration.
- \* New attractive checkered design, red and white bag, is solidly packed for uniform size.
- \* Moisture in packing material around roots retained by Polyethylene plastic wrapper.
- \* Canes of plants Seal-Kraft wax coated.
- \* Attractive 4x3 four-color variety illustration.
- \* Order Brand BB—Minimum order—6 plants per variety; total order in multiples of 12. Order varieties on standard variety list on page 4.

# Packages - Descriptions - Specifications - Prices



**IMPORTANT NOTE ON PRICES:** See page 8 for explanation of cold storage distribution plan to determine your cost price.

## PATENTED ROSES

No. of Units Per Carton	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas or Distr. Point
12	1 3/4 lbs.	Minimum retail less 40% - See Variety List

- \* New Seal Pakt individually Boxed Package.
- \* Good #1 grade Plants properly pruned (cut back to 8"x10") and ready for planting.
- \* Canes are Seal-Kraft wax coated.
- \* Open window in box to afford visibility of plant within.
- \* Beautiful box size 3"x5"x22" high with large 6"x7" four-color illustration.
- \* Light weight—only 1 3/4 pounds—means saving in transportation cost.
- \* Most attractive and distinctive Packaged Patented Rose available anywhere.
- \* Order Brand AX—minimum order—3 plants per variety—total order in multiples of 12 plants. See variety list on Page 5.

NOTE:—Patented roses are also available packaged in an attractive green aluminum foil bag similar to Gold Seal Brand A. See description of that item. Write for further information.

BRAND AX

## BUNDLE ASSORTMENTS

To meet a demand for a sales leader and to offer a bargain collection for the customer, we offer these bundle assortments in two separate grades of plants. All assortments packed in attractive 2-color bags with large 4-color labels as illustrated at right.

**ASSORTMENT RC5** Contains 5 heavy #2 grade bushes.

One assortment only offered—one plant each of five everblooming bush roses—red, pink, white, yellow and multi-colored.

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas	Cost F.O.B. Distr. Point
18	5	2.8 lbs.	\$1.40	\$1.50

\* Order Assortment RC5—Minimum order — 18 assortments.

**ASSORTMENT RB5** Contains 5 strong medium grade plants (same as in Red Brand BB)

No. of Units Per Carton	No. of Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas	Cost F.O.B. Distr. Point
12	5	4 lbs.	\$1.90	\$2.00

- \* Better quality bundle assortment than above.
- \* Available in five different assortments as listed below.
- \* Order Assortment RB5 .....(whichever assortment wanted). Minimum order 12 assortments.

### RB-5 ASST. NO. 1

1 Ami Quinard	1 Golden Charm
1 Etoile de Hollande	1 Editor McFarland
1 Talisman	

### RB-5 ASST. NO. 2

1 Red Rose	1 White Rose
1 Pink Rose	1 Yellow Rose
1 Multi-colored Rose	

### RB-5 ASST. NO. 3

3 Red Radiance
2 Pink Radiance

### RB-5 ASST. NO. 4

5 Red Radiance
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### RB-5 ASST. NO. 5

5 Blaze (everblooming Paul's Scarlet)
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BUNDLE  
ASSORTMENT

**VARIETY LIST — STANDARD ROSES**

AVAILABLE IN BRANDS AAA, A, AND BB

NOTE: Varieties marked \* are the most vigorous growers and are therefore recommended for our Silver Seal Brand. Varieties not so marked are available in this brand in limited quantities only.

**EVERBLOOMING BUSH ROSES  
(75%-80% OF SALES)****RED VARIETIES 30-35% of Sales**

- \* Ami Quinard
- Better Times
- \* Crimson Glory
- E. G. Hill
- \* Etoile de Hollande
- \* F. S. Key
- \* Grenoble
- \* Poinsettia
- \* Red Radiance

**PINK VARIETIES 10-15% of Sales**

- \* Betty Uprichard
- Briarcliff
- \* Editor McFarland
- \* E. N. Perkins
- \* Pink Radiance
- \* The Doctor

**WHITE VARIETIES 8-10% of Sales**

- Caledonia
- \* F. K. Druschki
- \* K. A. Viktoria
- \* Konigin Luise

**YELLOW VARIETIES 10-15% of Sales**

- \* Eclipse
- \* Golden Charm
- \* Golden Dawn
- \* Luxembourg
- Soeur Therese
- \* Yellow Condesa de Sastago

**MULTI-COLORED VARIETIES 8-12% of Sales**

- \* Condesa de Sastago
- \* President Hoover
- \* Talisman

**CLIMBING ROSES  
(20%-25% OF SALES)****EVERBLOOMING CLIMBERS 10-12% of Sales**

- \* Blaze (Red)
- Cl. Etoile de Hollande (Red)
- \* Cl. Golden Charm (Yellow)
- \* Cl. Pink Radiance (Pink)
- \* Cl. Red Radiance (Red)
- \* Cl. Talisman (Multi-Colored)
- \* Golden Climber (Yellow)
- New Dawn (Pink)

**HARDY CLIMBERS 10-12% of Sales**

- \* Cl. American Beauty (Red)
- \* Mary Wallace (Pink)
- \* Paul's Scarlet (Red)
- \* Silver Moon (White)

**POLYANTHA & FLORIBUNDA 3-5% of Sales**

- Cecile Brunner (Pink)
- Else Poulsen (Pink Floribunda)
- Floradora (Orange-Red Floribunda)
- Golden Salmon (Salmon)
- Ideal (Red)
- Red Ripple (Red Floribunda)

**IMPORTANT:**—Order in multiples of six plants per variety. Minimum Order—48 plants. Orders for smaller quantities will be billed at 20% extra for handling.

**STANDARD ROSE BUSH ASSORTMENTS**

For those who wish to order assorted cases for withdrawal of small lots from cold storage and for those who do not want to order 6 of a variety, we offer these standard assortments of popular varieties made up in proportion to normal sales.

Assortment of 12 available in AAA & A Brands

Order RAAA-12 RA-12

Assortment of 24 available in A & BB Brands

Order RA-24 — RBB-24

Assortment of 36 available in BB Brand only

Order RBB-36

Assortment as follows:

Asst. of 12	Asst. of 24	Asst. of 36		12	24	36		12	24	36
1	1	2	Ami Quinard	1	2	3	Pink Radiance	1	2	2
1	1	2	Crimson Glory	1	2	3	K. A. Viktoria	1	2	Cl. Red Radiance
1	2	3	Et. de Hollande	1	2	2	Golden Charm	1	2	Cl. Talisman
1	3	3	Red Radiance		1		Luxembourg	2	3	Blaze
1	1	2	Doctor	1	1	2	Eclipse	1	1	Floradora
1	1	1	Ed. McFarland	1	1	2	Pres. Hoover			

**USE CONVENIENT ORDER FORM WHEN ORDERING**

## VARIETY LIST — PATENTED ROSES

**WHAT ARE PATENTED ROSES?** Several years ago a plant patent law was passed to furnish protection to any person or firm developing a new and distinctive plant. Through the protection provided by this law, a few firms have been able to spend considerable money on the hybridizing and breeding of new varieties of roses. These new and improved varieties are so called patented roses. Further, through this same protection, it has been possible to carry out extensive national advertising with the result that a big demand has been created for these new roses. We are licensed to grow and sell the varieties listed below. A minimum retail selling price is established by the patent owners below which they can not be sold; however; they may be sold at any price above minimum. We list below the best and most popular of these varieties.

**ALL AMERICA ROSE SELECTIONS:**—About 15 years ago an organization known as All America Rose Selections was established for the purpose of selecting the best of the new roses. This is accomplished through the operation of official test gardens throughout the entire country. The All America rose selection winners which we offer are marked with an asterisk as a guide for the best of these new roses.

## Variety List and Minimum Retail Prices

All these roses, including climbers, are everblooming

### RED BUSH

	Pat. No.	Min. Ret. Price
* Chrysler Imperial	1167	2.50
Happiness	911	2.00
* Mirandy	632	2.00
* Nocturne	713	2.00
New Yorker	823	2.00
Pres. Eisenhower	1217	2.00
* Rubaiyat	758	1.75
* San Fernando	785	1.75
* Tallyho	828	2.00

### PINK BUSH

	Pat. No.	Min. Ret. Price
* Charlotte Armstrong	455	2.00
First Love	921	2.25
* Helen Traubel	1028	2.50
* Katherine T. Marshall	607	1.75
La Jolla	1103	2.75
* Mary Margaret McBride	537	1.75
* Tiffany	1304	2.75

### WHITE BUSH

	Pat. No.	Min. Ret. Price
Blanche Mallerin	594	2.00

### YELLOW BUSH

	Pat. No.	Min. Ret. Price
* Diamond Jubilee	824	2.00
* Lowell Thomas	595	2.00
* Peace	591	2.50
Sun Valley	1135	2.50

### MULTI-COLOR BUSH

	Pat. No.	Min. Ret. Price
* Forty-Niner	792	2.25
* Mojave	1176	2.75
* Taffeta	716	2.00

### GRANDIFLORA ROSES

	Pat. No.	Min. Ret. Price
Buccaneer—Yellow	1119	2.75
* Queen Elizabeth—Pink	1259	2.75
Roundelay (Red)	1280	2.75

### FLORIBUNDA

	Pat. No.	Min. Ret. Price
** Circus (Multicolored)	PAF	2.50
* Fashion (Peach)	789	2.00
Goldilocks (Yellow)	672	1.50
* Jiminy Cricket (Orange-Red)	1346	2.25
* Ma Perkins (Coral Pink)	1143	2.00
Pinocchio (Pink)	484	1.50
Red Pinocchio (Red)	812	1.50
Summer Snow (White)	416	1.50
* World's Fair (Red)	362	1.50
* Vogue (Coral Red)	926	2.00

### CLIMBERS (Everblooming)

	Pat. No.	Min. Ret. Price
Cl. Charlotte Armstrong (Pink)	523	2.50
Cl. Crimson Glory (Red)	736	2.50
Cl. Floradora (Orange-Red)	1054	2.00
Cl. Peace (Yellow)	932	2.00
Cl. Summer Snow (White)	400	2.00
Dr. Nicholas (Pink)	457	2.00
* High Noon (Yellow)	704	2.50

\* All America Rose Winners

\*\* All America Rose Winner for 1955-56

### GRANDIFLORA ROSES — A DESCRIPTION

"Grandiflora Rose" as a class was introduced last year for the first time. Plants grow relatively tall—are free flowering, often flower in clusters, yet with individual stems long enough for cutting—flower of size, not as large as Hybrid Tea (average bush rose) but larger than floribunda type rose (see below).

### FLORIBUNDA ROSES — A DESCRIPTION

Plants grow to moderate height of about 2 feet—profuse flowers borne almost entirely in clusters—flowers individually are not as a rule very large but borne in clusters provide a profusion of color. These plants ideal for mass planting, such as along a driveway, hedge or fence. Most effective in groups of 3 to 5 plants of same variety.

**USE CONVENIENT ORDER FORM WHEN ORDERING**

# SHRUBS — VINES — HEDGING

## Packages - Prices - Description - Specifications

Available For Delivery After January First

Brand Symbol	No. Units Per Carton	Approximate Weight	Cost F.O.B. Jacksonville, Texas	Cost F.O.B. Distr. Point
AAA	12	3.0	75c Each	80c Each
A	12 & 24	2.0	60c Each	65c Each
BB	24 & 36	1.5	45c Each	50c Each

- \* All shrubs are packaged the same as corresponding brand of roses.
- \* Plants are nice thrifty, well branched, generously graded and with tops cut back to same length as rose bushes.
- \* Each plant carries a four-color variety label.
- \* Order shrubs according to brand symbol. Minimum order 6 plants per variety.

**VARIETY LIST**

Variety	Color of flowers	Variety	Color of flowers
*Almond	Pink	Honeysuckle Bush	Pink
Althea	Pink	Honeysuckle Bush	Red
Althea	Red	Hydrangea	White
Althea	Purple	Japan Quince	Orange Red
Althea	White	Lilac	Purple
*Beauty Bush	Pink	Snowberry	Red
Butterfly Bush	Lilac	Snowberry	White
Crape Myrtle	Pink	Spirea	Red
Crape Myrtle	Red	Spirea	White
Deutzia	White	Syringa, Mock Orange	White
Dogwood, Red Branched	White	Weigelia	Red
Forsythia	Yellow	Weigelia	Pink

\* Varieties marked with an \* available in AAA and A Brands only.

**Climbing and Flowering Vines**

Variety	Color of Flowers	Variety	Color of Flowers
Bittersweet	Orange-Red Berries	Honeysuckle	Yellow
Boston Ivy	3 Leaf Ivy	Wisteria	Purple
Clematis	White		

**HEDGE PLANTS**

Hedge plants are available in bundles of 10 plants. Roots of plants are carefully wrapped in damp packing material with extra heavy duplex moisture-proof paper with a four-color variety label. Tops are tied together and cut to a uniform length for neat attractive appearance.

No. Units Per Carton	No. Plants Per Unit	Approximate Unit Weight	Cost F.O.B. Jacksonville, Texas	Cost F.O.B. Distr. Point
12 & 18	10	4.5 lbs.	\$1.30	\$1.40

**VARIETY LIST**

California Privet

Amoor River Privet North

Barberry Thunbergii (not recommended in South)

**SEE WHAT "Seal-Kraft" MEANS TO YOU**

THIS TRADEMARK HAS CUSTOMER CONFIDENCE  
BUILDS SALES FOR YOU!

The SEAL-KRAFT trademark used to identify nursery stock packaged by the patented SEAL-KRAFT process since its inception is familiar to millions of satisfied customers who know from experience that SEAL-KRAFT plants live, grow, and bloom.

For you, the dealer, SEAL-KRAFT stands for even more—it means the utmost in care and protection for the life of every trademarked plant from its inception in the nursery until final planting in the consumer's garden. This adds up to sales and profits for you.

**"Seal-Kraft" and Progressive Merchandising are Synonymous**

Look at these FIRSTS

C. E. Wilson Nurseries in the development of their Seal-Kraft plant merchandise were first firm:

1. To use duplex Krinkle-Kraft paper.
2. To use corrugated paper cartons of small size for easy handling.
3. To wax coat Rose Bushes.
4. To use Polyethylene plastic film in packaging plants.
5. To use four-color illustrations on plant packages.
6. To operate large scale refrigerated storage of bushes for sole protection of rose bushes.
7. To inaugurate and operate comprehensive cold storage distribution.

**SALES AND MERCHANDISING AIDS**

At the time each shipment is made (or earlier if requested) we send to you a merchandising kit containing:

- \* Extra Large 45"x18" Window Streamer.
- \* Large 13"x18" four-color display charts, showing most popular varieties of both standard and patented roses. Suitable for window and counter display.
- \* Separate counter display cards for individual varieties.
- \* Newspaper mats.
- \* Planting and cultural instructions.
- \* Radio Scripts.
- \* Other miscellaneous information.

**FAST SHIPPING SERVICE FOR ALL ORDERS**

All new or repeat orders are shipped within 48 hours of receipt of order; often the same day order is received. Because of the perishable nature of our product, all our operations have been designed to insure prompt shipment at all times.

**IMPORTANT NOTICE ON IMITATIONS**

"Seal-Kraft" processed plants are processed and distributed only by C. E. Wilson Nurseries of Jacksonville, Texas. We have absolutely no connection with any other nursery bearing the Wilson name or any other name. Beware of imitations or misrepresentations.

## SAVE ON TRANSPORTATION COSTS THROUGH OUR COLD STORAGE DISTRIBUTION PLAN.

If you are located east of the Mississippi River or more than 500 miles from Jacksonville, Texas.

**Here's what we will do.**

1. Whenever firm orders for any distribution point area total a minimum carload (10,000 units) we will make a pool car shipment to a cold storage warehouse in advance of earliest shipping date.
2. We will pay the freight and cold storage charges.
3. We will bill you at distribution point prices as given in price schedule.

**Here's what you do.**

1. At the earliest possible date send us your firm order for your entire season's requirements. This order may be broken down into several orders or lots of a size to accommodate your sales for 10 days or 2 weeks.
2. You may withdraw your stock from storage in lots whenever and as you need it by merely notifying the cold storage company.
3. You pay transportation charges from the cold storage warehouse to your store.
4. You pay us net 30 days for each lot from date the lot is withdrawn from storage.

**YOU benefit under this plan by:**

1. Lower delivered cost. Even at higher distribution point prices your delivered cost will be less because of the high express rates that apply when stock is shipped direct from nursery.
2. Being able to exploit favorable weather conditions to the fullest by withdrawing stock on short notice. Conversely if weather conditions are bad you may delay withdrawal.
3. Maximum reduction in shrinkage. Since you may withdraw stock only as needed, spoilage should be practically eliminated.
4. Customer satisfaction and good will. Since you will be always selling nursery fresh stock from storage, customer complaints should be negligible.

**What we cannot do:**

1. Place unordered stock in storage. Still high packaging and transportation charges make the risk too great. Special orders to fill out fast moving varieties and to supplement original orders will be shipped promptly from our nursery cold storage at Jacksonville, Texas, and will be billed for at the F. O. B. Jacksonville price, with customer paying the transportation charges from Jacksonville.
2. Except in a few instances where trucks can be used, we cannot ship to cold storage for later distribution in less than carload lots. Such lots would have to be shipped by express at rates 3 to 4 times the carload freight rates.

**This Plan Works—A proven success.**

This plan has been operated successfully at the following points:

Atlanta, Georgia	Chicago, Illinois
Orlando, Florida	Manchester, Connecticut
Winston-Salem, N. C.	Denver, Colorado
Richmond, Virginia	Colorado Springs, Colorado
Kansas City, Kansas	Pueblo, Colorado
Wichita, Kansas	El Paso, Texas
St. Louis, Missouri	Albuquerque, New Mexico

It can and will be worked in any of the above points whenever sufficient orders in that general area total approximately 10,000 units.

**PLACE YOUR ORDER AT ONCE AND BE SURE TO GET IN ON THE BENEFITS OF THIS PLAN.**

# **SHIPPING SEASON**

## **OCTOBER THROUGH APRIL**

Fall planting normally can be accomplished any time after October 1st and since fall is the best time of year for planting in the South, more and more customers are purchasing their plants at that time. Stores are advised to take advantage of this trend and increase their plant sales by ordering shipments for October and November. Weather conditions permitting, our shipping season starts October 1st and shipments can be made anytime thereafter. Also, because of our cold storage facilities, shipments can be extended through April thus increasing the length of the selling season.

**TERMS:**—All prices quoted are wholesale prices, net 30 days from date of invoice. Credit gladly extended to firms of known responsibility. Satisfactory references required from others. C. O. D. orders must be accompanied by 25% cash. Because of present unsettled conditions prices are for immediate acceptance only and subject to change without notice. All stock is offered subject to being unsold on receipt of order and without liability to us should the stock be injured by frost, hail, fire or other cause beyond our control.

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# HANDLING, STORAGE & SHIPPING FACILITIES AT THEIR BEST

... A very important reason why SEAL-KRAFT processed plants mean bigger profits for you.



## OUR PACKING AND COLD STORAGE WAREHOUSE

Improper handling can kill the best plants in the world in a few minutes. To prevent this we have developed and built special handling equipment for many operations such as planting, cultivating, digging, bundling, transporting, storage and grading. All are important but perhaps the most important is our storage facilities. Above is shown our cold storage plant at Jacksonville, Texas, near our Texas

Nurseries in the largest rose growing section in the country. This plant, designed by us, has storage capacity of over three quarters of a million plants. Modern air conditioning and refrigeration equipment keep both humidity and temperature accurately controlled to the exacting storage conditions required for nursery stock.

**THE BEST IN  
PACKAGED  
PLANTS**



**THE  
SEAL-KRAFT  
FAMILY**

**C. E. WILSON NURSERIES**  
**JACKSONVILLE, TEXAS • PHONE 4117**